

"I know something you don't know..."



"I know the government is making a certain cigarette gas* as controversial as 'tar.'"



"I know some independent researchers are saying many low 'tar' cigarettes are actually high in this gas*"



"I know my new Lark II is more than low 'tar'—it reduces this gas* dramatically."

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"I know—
my new Lark II
is more than low 'tar'—it reduces
this gas* dramatically.



"And I know,
along with low 'tar' and low gas*, it
gives me a taste I really like.



8 mg. "tar," 0.7 mg. nicotine av.
per cigarette by FTC Method.

*Carbon monoxide—average yield in weight per
cigarette as determined by procedure developed and
published by Liggett & Myers Tobacco Company, Inc.

"I smoke
New Lark II.
Only 8 mg. 'tar',
8 mg. gas.

Because I know."

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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